Listing of Claims:

1.   (Currently Amended) A method for creating a message campaign, said message campaign providing a narrative framework for creating a personalized ~~messages~~ advertisement for an intended audience, wherein said personalized ~~message~~ advertisement is based on user profile data of said intended audience, said method comprising:

creating at least one default message example of a personalized ~~message~~ advertisement;

delineating general characteristics of members of said intended audience and creating a set of target entity qualification data factors for use in database searches to acquire a list of entities to which ~~a~~ said personalized ~~messages~~ advertisement is to ~~will~~ be distributed;

creating an entity profile template including a substantially complete definition of information about each of said entities that is to be acquired by said database search;

constructing a message template that includes a plurality of media segment slots, wherein said media segment slots comprise video segment slots and audio segment slots; and

constructing a message resource library that includes a plurality of media segments including video segments and audio segments, wherein each video segment is selectable for insertion into at least one of said video segment slots and each audio segment is selectable for inserting into at least one of said audio segment slots, and wherein at least one of said audio and video segments is selectable for a same one of said segment slots of said message template.

2-3.   (Cancelled)

4.   (Currently Amended) The method of claim ~~3~~ 1 wherein several media segments correspond to a same one of said media segment slots of said message template.

5.   (Currently Amended) The method of claim ~~3~~ 1 wherein said message resource library includes media segments created specifically for said message campaign.

6.   (Currently Amended) The method of claim 1 further including the step of:

defining a distribution channel selection, for distributing created personalized ~~messages~~ advertisements to target entities.

7.   (Original) The method of claim 1 further including the step of:

defining interactive query responses, for acquiring additional information about said

target entity.

8.   (Currently Amended) The method of claim 1 further including the step of:

defining environmental status factors which are updated at the time the created

personalized ~~message~~ advertisement is transmitted to the target entity.

9.   (Currently Amended) A system for creating a message campaign for a client, said

message campaign providing a narrative framework for creating a personalized ~~messages~~

advertisement for an intended audience, wherein said personalized ~~message~~ advertisement is

based on user profile data on said intended audience, said system comprising:

a client interface component, to allow said client to create at least one default message

example of a personalized ~~message~~ advertisement, said client interface component also allowing

said client to delineate general characteristics of members of said intended audience, and to assist

said client in creating a set of target entity qualification data factors for use in database searches

to acquire a list of entities to which the personalized ~~message~~ advertisement is to ~~will~~ be

distributed;

an entity profile template creation component, to create an entity profile template based

on said target entity qualification data factors, said entity profile template including a

substantially complete definition of information about each of said entities that is to be acquired

by said database search;

a target entity profile component, responsive to said entity profile template, to generate

target entity profiles and status;

a message template constructor, responsive to said at least one default message example,

to construct a message template that includes a plurality of media segment slots, wherein said

media segment slots comprise video segment slots and audio segment; and

a resource library constructor, responsive to said at least one default message example, to

create a message resource library that includes a plurality of media segments including video

segments and audio segments, wherein each video segment is selectable for insertion into at least

one of said video segment slots and each audio segment is selectable for inserting into at least one of said audio segment slots, and wherein at least one of said audio and video segments is selectable for a same one of said segment slots of said message template.

10.   (Original) The system of claim 9 wherein said message template constructor constructs a plurality of different message templates.

11.   (Currently Amended) The system of claim 9 wherein said client interface component also allows said client to define environmental status factors, which are updated at the time the personalized ~~message~~ advertisement is transmitted.

12.   (Currently Amended) A method for creating a message campaign, said message campaign providing a narrative framework for creating a personalized ~~messages~~ advertisement for an intended audience, wherein said personalized ~~message~~ advertisement is based on user profile data of said intended audience, said method comprising:

encoding at least one default message example of a personalized ~~message~~ advertisement;

delineating general characteristics of members of said intended audience and creating a set of target entity qualification data factors for use in database searches to acquire a list of entities to which ~~a~~ said personalized ~~messages~~ advertisement is to ~~will~~ be distributed;

creating an entity profile template including a substantially complete definition of information about each of said entities that is to be acquired by said database search;

using said entity profile template for generation of target entities profiles and status;

defining a distribution channel selection;

defining delivery window specifications;

defining interactive query responses for acquiring additional information about said target entity;

defining environmental status factors which are updated at the time the personalized message is transmitted;

constructing a message template that includes a plurality of media segment slots, wherein said media segment slots comprise video segment slots and audio segment slots; and

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constructing a message resource library <u>that includes a plurality of media segments</u> <u>including video segments and audio segments, wherein each video segment is selectable for</u> <u>insertion into at least one of said video segment slots and each audio segment is selectable for</u> <u>inserting into at least one of said audio segment slots, and wherein at least one of said audio and</u> <u>video segments is selectable for a same one of said segment slots of said message template.</u>